



Marketing Executive

Level 4

Welcome to the Level 4 Marketing Executive Programme

This apprenticeship will cover:

-  Marketing Concepts
-  Principles of Product Development
-  Campaign Management
-  Marketing Strategy

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Marketing Executive Level 4 Training

Unit 1 - Marketing Concepts

Delivery days - 2

Learners will explore the fundamentals of marketing theory, including the Marketing Mix, product development and segmentation. They will explore the importance of brand positioning for effective marketing campaigns then delve into their target audience's decision-making process and how it affects purchasing decisions for their business.



Unit 2 - Stakeholder and Relationship Management

Delivery days - 2

Learners will come to appreciate the importance of effective stakeholder management in marketing and learn how to manage both internal and external stakeholders effectively. They will explore the marketing landscape and how various routes to market can affect business marketing decisions.



Unit 5 - Market Research and Data

Delivery days - 2

Learners will discover the importance of understanding and implementing the full range of sector specific legal, regulatory and compliance frameworks for their organisation. They will also learn how to perform market research effectively for their business and to generate primary and secondary data for their use.



CIM Level 4 Certificate in Professional Digital Marketing: Elective Module

Delivery days - 2

By completing the Marketing Executive L4 Apprenticeship, learners will be exempted from two of the three required modules of the CIM Level 4 Certificate in Professional Digital Marketing. The third module is Elective Module Digital Marketing Techniques. This session will introduce learners to the Elective Module and allow them to begin their assignment with support from our Development Coaches and Trainers.



Unit 3 - The Marketing Environment

Delivery days - 2

Learners will examine into their business and how their internal environment affects their external marketing efforts. They will explore how to translate a business's vision and values into their marketing collateral and develop an understanding of the principles of product development. Finally, they will learn how to plan effective marketing campaigns and the various considerations required to run a multichannel campaign.



Unit 4 - Marketing Channels

Delivery days - 1

Learners will uncover a wide range of marketing tools, channels and platforms that they can utilise for their business, including their advantages and disadvantages. They will test tools on different environments to discover what makes them effective or ineffective for an industry and explore various technologies used for integrating online and offline marketing.



Workplace Projects

Learners will manage a project towards the end of their apprenticeship that has been agreed with their line manager (or appropriate colleague) and designed to generate real business results in a live marketing environment. During this project, learners will work with other members of their cohort to analyse their results and recommend improvements to their campaign. They will also reflect on their experiences thus far and learn in a collaborative fashion to improve their campaigns in the future. This project will be split into two stages: Manage a Marketing Campaign and Evaluate a Marketing Campaign.



EPA Readiness - Portfolio

Delivery days - n/a

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Multiple Choice Test
- Project Showcase
- Professional Discussion



Learner Journey

Month 1
Marketing Concepts

Month 3

- Stakeholder and Relationship Management
- The Marketing Environment
- Progress Review

Month 2

- Marketing Concepts
- Stakeholder & Relationship Management
- Coaching Session

Month 6
Progress Review

Month 5

- Marketing Channels
- Coaching Session

Month 4
Coaching Session

Month 7

- Market Research and Data
- Workplace Project
- Coaching Session

Month 8

- Workplace Project
- Coaching Session

Month 10

- Workplace Project
- Coaching Session

Month 9

- Workplace Project
- CIM Level 4
- Progress Review

Month 11

- Workplace Project
- Coaching Session

Month 13
Gateway Exit Review

Month 12

- EPA Mock Project
- EPA Readiness
- Coaching Session

EPA



Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a level 4 Marketing Executive Apprenticeship, which will allow you to join CIM as an affiliated (professional) member.

You will also have the opportunity to achieve your CIM Level 4 Certificate in Professional Digital Marketing through our bespoke Paths to Mastery.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to practise what you are learning.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Virtual Classrooms

Learners will attend classroom sessions online using Class, our virtual-classroom software. To access the session, they will need:

- A desktop/laptop computer
- To download the Class meeting software application

[Apprentify Class](#)

Once you have installed the software, please use the Class Guides if you are having any issues.

[Class Guides](#)



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.

[EPA Explainer Video](#)

Expectations during your apprenticeship

The modern apprenticeship revolves around the tripartite relationship between apprentice, employer and Apprentify. All parties are responsible for ensuring that the apprenticeship programme is a success.

The expectations listed are necessary for all parties to ensure that the apprentice completes their apprenticeship.



Apprentice

- Preparation and planning for coaching/classroom sessions
- Attending all virtual classrooms and coaching sessions
- Completion of tasks in the agreed timeframe
- Planning your 20% off-the-job training and completing your Bud activities
- Taking responsibility for your own development
- Communicate support needs to your line manager and Development Coach
- Update your Self-Study Log with the extra training you complete

Line Manager

- Facilitate time for the apprentice for their learning in working hours
- Monthly one-to-one reviews with learners to discuss progress, provide feedback and guide development
- Provide opportunities for learners to participate in relevant workplace tasks related to their apprenticeship standard
- Keep in regular contact with the apprentice and Development Coach
- Provide learning opportunities
- Support with 20% off-the-job training

Development Coach

- Providing teaching and coaching sessions
- Monitoring progress using Bud and gaining feedback from line managers
- Coaching apprentices with both apprenticeship- and workplace-related skills
- Feedback to drive enhanced performance and improved knowledge
- Online support through regular meetings
- Marking and assessment of Bud work
- Preparation for EPA

Paths to Mastery

The Path to Mastery gives you the chance to gain additional skills in specialist areas. The optional learning is designed to enhance expertise in specialist areas and let you thrive in your role. As an apprentice, you will only be enrolled on the Path to Mastery if both your employer and Apprentify agree that you are in a position to take on extra learning. You can choose one of the following:



Google Ads

You will explore the fundamentals of the Google Ads platform and how to create campaigns for both the Search and Display networks.



Facebook Blueprint

You will explore the fundamentals of the Facebook Ads platform and how to create campaigns for Facebook and Instagram campaigns.



CIM Level 4

You will receive extra training to enable you to achieve your CIM Level 4 Certificate in Professional Digital Marketing.

Career Progression

You are here

Marketing Manager

£34,000

Marketing Associate

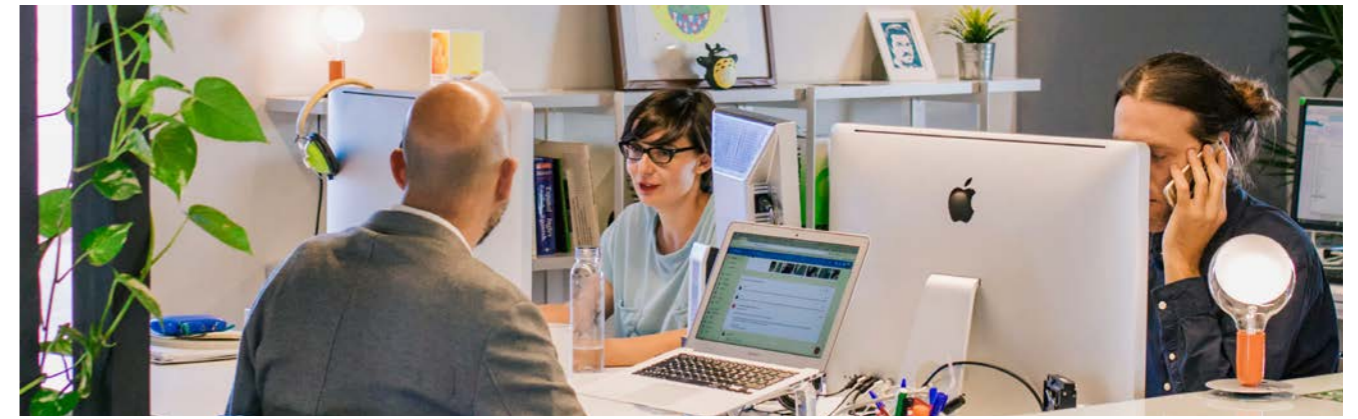
£38,000

Digital Marketing Specialist

£45,000

Marketing Director

£93,000+



Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

Safeguarding and Additional Learning Needs (ALN)

Safeguarding and Prevent

Apprentify has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government’s Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

[Safeguarding](#)

What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning

Notes



Get connected

☎ 0333 996 0165

✉ info@apprentify.com

